

AUG14/12 15.1
*** WFLA-TV ***

1	200P-300P	30	\$250.00	9/28	9/28	1	FRI	1
PROGRAM : RACHAEL RAY								
CON COM1: RACHAEL RAY								
2	400P-500P	30	\$650.00	9/28	9/28	1	FRI	1
PROGRAM : DR OZ								
CON COM1: DR OZ								

REP HEADLINE# 6278598
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG14/12 15.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/28	9/28	1		FRI	1
4			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	9/28	9/28	1		FRI	1
5			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/28	9/28	1		FRI	1
6			700P-730P PROGRAM : NEWS AT 7 CON COM1: NEWS AT 7	30		\$2,000.00	9/28	9/28	1		FRI	1
7			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$650.00	9/28	9/28	1		FRI	1
8			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$300.00	10/1	10/1	1		MON	1
9			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	10/1	10/1	1		MON	1
10			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$275.00	10/1	10/1	1		MON	1
11			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$850.00	10/1	10/1	1		MON	1

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 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	10/1	10/1	1		MON	1
13			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/1	10/1	1		MON	1
14			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$475.00	9/29	9/29	1	MA	SAT	1
15			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$475.00	9/30	9/30	1		SUN	1
16			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	9/27	9/27	1		THU	1
17			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$275.00	9/27	9/27	1		THU	1
18			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	9/27	9/27	1		THU	1
19			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/27	9/27	1		THU	1
20			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$850.00	9/27	9/27	1		THU	1

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21			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$3,500.00	9/27	9/27	1		THU	1
22			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	9/27	9/27	1		THU	1
23			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$650.00	9/27	9/27	1		THU	1
24			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	9/25	9/25	1		TUE	1
25			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$650.00	9/25	9/25	1		TUE	1
26			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/25	9/25	1		TUE	1
27			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$850.00	9/25	9/25	1		TUE	1
28			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/25	9/25	1		TUE	1
29			700P-730P PROGRAM : NEWS AT 7 CON COM1: NEWS AT 7	30		\$2,000.00	9/25	9/25	1		TUE	1

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30			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	9/25	9/25	1		TUE	1
31			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$650.00	9/25	9/25	1		TUE	1
32			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$300.00	9/26	9/26	1		WED	1
33			1235A-135A PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<	30		\$425.00	9/26	9/26	1		WED	1
34			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$275.00	9/26	9/26	1		WED	1
35			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	9/26	9/26	1		WED	1
36			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$850.00	9/26	9/26	1		WED	1
37			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	9/26	9/26	1		WED	1
38			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/26	9/26	1		WED	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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39			730P-800P	30		\$1,850.00	9/26	9/26	1		WED	1
PROGRAM : EXTRA< CON COM1: EXTRA<												
SEP/12			30525.00			OCT/12					\$4,175.00	

CONTRACT TOTAL 34700.00
 TOTAL SPOTS 39

MARKET TOTALS \$192,777 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- SEP/12
 DEMOS- RA35+*

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 745 Issue 1

News Channel 8
on your side

MeTV

TBO.com
Tampa Bay Online

WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	34225	Campaign Ref:	E:120821097
Buyer:	..	Client/Product/Estimate:	321 /340 /1562	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06278598
Est./PO Number:	06278598	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Priorities Usa Actio	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/24	10/01	Total	Cost
1	M-F 2p Rachael Ray ...F..	03	250	30 Comme	Nbr of Spots	1		1	250
2	M-F 4p Dr Oz ...F..	03	650	30 Comme	Nbr of Spots	1		1	650
3	M-F 530a News ...F..	01	550	30 Comme	Nbr of Spots	1		1	550
4	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1		1	2000
5	M-F 6a News ...F..	03	850	30 Comme	Nbr of Spots	1		1	850
6	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots	1		1	2000
7	M-F 9a Today Show II ...F..	03	650	30 Comme	Nbr of Spots	1		1	650
8	M-F 10a News M.....	01	300	30 Comme	Nbr of Spots		1	1	300
9	M-F 1135p ET / 1035p CT Tonight Show	03	800	30	Nbr of Spots		1	1	800
Weekly Totals: Total Spots(Ord Spots)						32	6	38	

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 745 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	34225	Campaign Ref:	E:120821097
Buyer:		Client/Product/Estimate:	321 /340 /1562	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06278598
Est./PO Number:	06278598	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
10	M-F 12p Today Show III M.....	02	275	30 Comme		1	1	275
11	M-F 5p News M.....	04	850	30 Comme		1	1	850
12	M-F 530a News M.....	01	550	30 Comme		1	1	550
13	M-F 7a Today Show M.....	02	1400	30 Comme		1	1	1400
14	Sun 9a NewsS	02	475	30 Comme	1		1	475
15	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	800	30 Comme			1	800
16	M-F 12p Today Show III ...T...	02	275	30 Comme			1	275
17	M-F 3p Doctors ...T...	04	425	30 Comme			1	425
18	M-F 530a News ...T...	01	550	30 Comme		1	1	550
19	M-F 530p News ...T...	04	850	30 Comme		1	1	850
	M-F 630p ET / 530p CT NBC Nightly							
Weekly Totals: Total Spots(Ord Spots)					32	6	38	

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1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 745 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 34225	Campaign Ref: E:120821097
Buyer: "	Client/Product/Estimate: 321 /340 /1562	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06278598
Est./PO Number: 06278598	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/24	10/01	Total	Cost
20	News ...T....	02	3500	30 Comme	Nbr of Spots	1		1	3500
21	M-F 7a Today Show ...T....	02	1400	30 Comme	Nbr of Spots	1		1	1400
22	M-F 9a Today Show II ...T....	03	650	30 Comme	Nbr of Spots	1		1	650
23	M-F 3p Doctors ...T....	04	425	30 Comme	Nbr of Spots	1		1	425
24	M-F 4p Dr Oz ...T....	03	650	30 Comme	Nbr of Spots	1		1	650
25	M-F 530a News ...T....	01	550	30 Comme	Nbr of Spots	1		1	550
26	M-F 530p News ...T....	04	850	30 Comme	Nbr of Spots	1		1	850
27	M-F 6a News ...T....	03	850	30 Comme	Nbr of Spots	1		1	850
28	M-F 7p News ...T....	01	2000	30 Comme	Nbr of Spots	1		1	2000
29	M-F 7a Today Show ...T....	02	1400	30 Comme	Nbr of Spots	1		1	1400
30	M-F 9a Today Show II ...T....	03	650	30 Comme	Nbr of Spots	1		1	650
Weekly Totals:					Total Spots(Ord Spots)	32	6	38	

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Priorities Usa Action/ Issue
Submission Number 745 Issue 1



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Original

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Buyer: ..	Client/Product/Estimate: 321 /340 /1562	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06278598
Est./PO Number: 06278598	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
31	M-F 10a News ..W....	01	300	30 Comme	Nbr of Spots 1		1	300
32	M-F 1237a ET / 1137p CT Late Night ..W....	01	425	30 Comme	Nbr of Spots 1		1	425
33	M-F 12p Today Show III ..W....	02	275	30 Comme	Nbr of Spots 1		1	275
34	M-F 2p Rachael Ray ..W....	03	250	30 Comme	Nbr of Spots 1		1	250
35	M-F 5p News ..W....	04	850	30 Comme	Nbr of Spots 1		1	850
36	M-F 6p News ..W....	02	2000	30 Comme	Nbr of Spots 1		1	2000
37	M-F 6a News ..W....	03	850	30 Comme	Nbr of Spots 1		1	850
38	M-F 730p Entertainment Tonight ..W....	02	1850	30 Comme	Nbr of Spots 1		1	1850
Weekly Totals: Total Spots(Ord Spots)					32	6	38	

Grand Totals				Month 9 Weeks: 5		Month 10 Weeks: 4	
				09/24		10/01	
Totals				38	32	6	6
Spots				38	32	6	6
Cost				34226	30050	4775	4775

Grand Totals:

Spots:	38
Gross Total:	34,225.00
Commission:	5,133.75
Net Total:	29,091.25